

**WILLIAMSBURG
ARCHITECTURAL REVIEW BOARD MINUTES
Tuesday, February 28, 2006**

CALL TO ORDER AND ATTENDANCE

The regular semimonthly Architectural Review Board meeting was held on Tuesday, February 28, 2006, at 6:30 p.m. in the third Floor Conference Room of the Municipal Building.

Chairman Williams called the meeting to order. Present in addition to Mr. Williams were Board members Messrs. Edwards, Quarles, Lane, Klee and Spence. Board member Hertzler was absent. Staff members present were Zoning Administrator Murphy and Secretary Scott.

Consent Agenda

Chairman Williams explained the consent agenda procedure to the audience stating that if an application is in full compliance with the ***Design Review Guidelines***, it is placed on the consent agenda. If no member of the Board has any question regarding the application and concurs that it is in full compliance with the *Guidelines*, the audience is asked if they are present to discuss any case on the Consent Agenda. If there is no one in the audience present to discuss any item on the Consent Agenda, those applications are approved as submitted and the applicants are then free to leave the meeting.

Applications on tonight's Consent Agenda:

ARB #06-021 The Oaks on Henry/2133-D South Henry Street – Retaining Wall

**ARB #06-024 Retro's Good Eats/435 Prince George Street – Exterior Change
(mechanical equipment screening)**

ARB #06-023 Brown/8 Canterbury Lane – Fence

ARB

SIGN #06-008 Red Hot & Blue Restaurant/1624 Richmond Road – Monument Sign

Mr. Williams moved to approve the consent agenda as submitted. Mr. Spence seconded the motion which carried by roll call vote of 6-0.

Recorded vote on the motion:

Aye:	Edwards, Quarles, Williams, Lane, Klee, Spence
Nay:	None
Absent:	Hertzler

Chairman Williams announced that **ARB Sign #06-011, Hampton Inn & Suites/911 Capitol Landing Road**, had been deferred by the applicant.

SIGNS

ARB

SIGN #06-009 The Seafare Restaurant/1632 Richmond Road – Monument Sign – Approved with Conditions

Applicant, Demetrios Saras; J. Gregory Dodd with Horton & Dodd, P.C.; and Allen Twedt with Holiday Signs were present to discuss the proposed sign.

Mr. Saras stated he had noted four brand new signs along Richmond Road including those at Springhill and the Marriott, which do not have an opaque background. He added he particularly likes the sign at Fairfield Suites and would like to have the same background; he just wants the sign to be clearly visible. Zoning Administrator Murphy noted the signs at Springhill and Marriott are externally illuminated.

Mr. Williams said they have a choice; they can have external illumination or, if they use internal illumination, only the lettering can show at night. Mr. Twedt said they are giving up height and square footage on the signage and would like to have the sign internally illuminated and the nice shade of blue on Fairfield's sign. He said flood lighting is more offensive due to stray illumination and the actual fixtures themselves.

Mr. Spence asked why the information on the application is different than what is represented in the sign rendering, and Mr. Dodd responded that he had filed the application and Mr. Twedt with the sign company had prepared the renderings. He said they would like the blue background with internal illumination so the light comes through the blue. Mr. Spence responded that such a request is not consistent with the *Design Review Guidelines*. Mr. Quarles added the *Guidelines* state very clearly that the background needs to be dark and opaque.

Discussion continued regarding the lighting and background requirements. Mrs. Murphy will check the approved files against the signs that were actually installed for those locations Mr. Saras mentioned.

Mr. Quarles said this is a great looking sign if the colors are right and are consistent with the City's color palette.

Mr. Williams moved that the sign be approved with the following conditions:

- The sign being internally illuminated with an opaque background.
- The colors will be consistent with the City's pre-approved color palette to consist of light navy and deep red from the 3M color chart.

Mr. Spence seconded the motion which carried by roll call vote of 6-0.

Recorded vote on the motion:

Aye:	Edwards, Quarles, Williams, Lane, Klee, Spence
Nay:	None
Absent:	Hertzler

ARB

SIGN #06-012 Retro's Good Eats/435 Prince George Street – Building Mounted Sign – Approved with Conditions

Present at the meeting was Sharon Scruggs, applicant, to respond to any questions or comments the Board/audience might have regarding the signage for the change in business from Websters to Retro's Restaurant. Mrs. Scruggs stated she proposes to replace the existing deteriorated door into the unit with a full-view glass door with blue trim to match the frieze board. The existing door to the left of the entrance, which leads to a basement, will be replaced with a solid door. The sign over the burgundy awning will be left blank with the proposed signage being centered over the entrance to the restaurant.

Board members expressed concern over the number of colors proposed and Zoning Administrator Murphy noted the *Design Review Guidelines* state that in the Downtown Sign District, more than three colors will generally not be permitted; however, signs with an exceptional design may be approved with additional colors on a case-by-case basis. Mrs. Scruggs said she no longer plans to use the gray.

Mr. Williams moved that the proposed signage be approved with the understanding that the gray will not be used and the other shades of color will be as consistent as possible with the approved palette. Mr. Lane seconded the motion which carried by roll call vote of 6-0.

Recorded vote on the motion:

Aye:	Edwards, Quarles, Williams, Lane, Klee, Spence
Nay:	None
Absent:	Hertzler

Chairman Williams announced that **ARB#06-022, Ripley's Believe It or Not/1735 Richmond Road – Exterior Change (garden enclosure and sculpture)** and **ARB SIGN #06-010, Monument & Building Mounted Signs**, will be discussed simultaneously, although the former case is for conceptual review only.

John Hopke, Hopke and Associates, introduced his assistant Mary Sachse, sculptor Sue Landerman, and Jason Hill of Fine Signs and Graphics.

The applicant was returning for final approval for building mounted and monument signs for the two tenants, the theatre and the museum. Mr. Spence noted the *Design Review Guidelines* state there are to be no more than two type faces in a sign, and Mr. Hill explained the *Ripley's Believe It or Not* is its own signature font, like a logo, and requested it not be counted as one of the two fonts. Mr. Hill also noted the background will be black, day or night.

Mr. Williams moved that the content only of the signs be approved as modified and the applicant return with surround design work. Mr. Quarles seconded the motion which carried by roll call vote of 5-1.

Recorded vote on the motion:

Aye:	Edwards, Quarles, Williams, Klee, Spence
Nay:	Lane
Absent:	Hertzler

Mr. Hopke stated that sculptor Sue Landerman is one of only 28 people in the United States who do this type of brick sculpturing. A number of examples of Ms. Landerman's work in other locations were distributed to Board members for their review, and they expressed their admiration. She noted she made the eagle at Jamestown High School that is subtle with great earth tones and nice lines. She invited the Board to visit the site. Mr. Lane said that in the right place the sculpture would be very impressive, but this is not the appropriate place; it does not blend in with the character of Richmond Road. Mr. Williams quoted the *Design Review Guidelines* regarding the Corridor Protection District; a project there needs to be harmonious, compatible and aesthetically in character with the streetscape. Mr. Spence agreed with Mr. Quarles who had remarked the sign surround is cluttered and busy, and added that oddities and freaks should be kept inside the building i.e., don't bring it outside even though it is artistic. Mr. Klee said this brick sculpture medium is great, but is used here in a more inventive way than the Board can approve. Everyone would like to have a big splashy sign, but the Board cannot give this much latitude with the *Guidelines*. Traditional spaces would be more appropriate, and there is a lot of space between contortionists and something more traditionally appropriate for this prominent location. The Board asked that the applicant consider other options for the surround design of the signage.

When asked about the horse sculpture made from automobile bumpers, Mr. Hopke responded the applicant has the option to purchase the sculpture, but currently doesn't actually own it. He said the horse measures about 10 feet long, almost 10 feet tall and four feet wide.

The proposal provides more parking than is required for Ripley's, and landscape islands are proposed with sculpture and benches. Also proposed is a tinted-glass pavilion with a wooden pumpkin carriage inside. Mr. Hopke noted they are expanding the green space and explained that some trees will need to be removed to provide parking that is more accessible to handicapped patrons. He added that they could probably find a way

to keep the trees if that is the Board's desire. Mr. Williams suggested they have an arborist look at the trees. Mr. Quarles added that he doesn't see any place along Richmond Road for the horse. Mr. Hopke suggested moving the horse closer to the building and rearrangement of the site. Mr. Williams said the Board would have to actually see a rendering of the rearrangement in order to approve it. Mr. Klee noted it will be a challenge to keep the proposal unusual, but not too much so.

OTHER

Minutes for February 14, 2006

The minutes for the February 14, 2006 meeting were approved as submitted.

There being no further business, the meeting adjourned at 8:00 p.m.

Donna Dee Scott
Secretary